



# HOW TO FIND CLIENTS USING LINKEDIN

WITHOUT SPENDING ANY MONEY!  
ACTIONABLE STEPS TO IMPROVE  
YOUR PROFILE.  
NEW WAYS TO ENGAGE WITH  
PROSPECTIVE CLIENTS AND  
NEW WAYS TO FIND CLIENTS.



THE INTENTIONAL MARKETER



# HOW TO FIND CLIENTS USING LINKEDIN!

LinkedIn is the forgotten stepchild of Social Media.

A lot of entrepreneurs focus their efforts on the much cooler Social Media platforms like Facebook, Instagram and Pinterest, but is it possible to find customers on LinkedIn? And without spending any money on advertising?

I'm here to help you **create a winning LinkedIn strategy** that will get you more customers.

*Are you already saying one of these things?*

"I don't have time!"

"I don't know how!"

"I don't even have a LinkedIn profile."

"Isn't LinkedIn for Job Seekers?"

**Stick with me** as I guide you through setting up a stellar profile, engaging with prospects, communicating effectively (without being 'that' jerky sales person), and using search to identify opportunities.

I include examples you can apply immediately along with techniques and action points to follow to get you started with finding customers using LinkedIn.

Here's to better marketing!

**Sonya**

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# Create a winning profile

Before you can really leverage the magic of LinkedIn, you need to make sure your 'brand' is shown in its best light. You want to make sure that your profile represents the best 'you'.

Spend some time working on creating a great profile so prospective customers can get a good sense of who you are, your credentials and your work history. Wow them!

Your profile is where a first impression is formed. And prospects will ask themselves "Can I see myself working with <your name>?".

## Step 1: Upload a profile photo

You'd be surprised how many people never upload a profile photo! As a marketer, one thing I know for sure – people buy from 'people'. Not just brands, or names. But real people they can see.

Select a photo that is professional, but approachable (smile!) Make sure it is good quality. Don't include your kids, or your family pet, or spouse. It is about you, and only you!

Members who include a profile photo receive 21x more profile views  
and up to 36x more messages\*

## Step 2: List your current position

Make sure you include your title, company name, and time period. Why?

Members with “up to date” positions are discovered up to 18x more in searches by members and recruiters.

If you don't have a long work history, make sure you include any volunteer positions you've held, as well as internships.

### **Step 3: List your current location**

Make sure you include your current location. This allows prospective customers to know where you're located.

If you are a virtual or nomadic worker, then you can list your location as 'United States', or the country that you live in. But be aware of the risks.

Members with a specific location (vs. a country) are 23x more likely to be found, and will receive up to 3x more profile traffic from Search, Feed and My Network

### **Step 4: Add a summary**

This is the place where you can shine! Tell a story – who are you? What's your experience? What are you interested in? And what goals are you trying to achieve?

If you're a business owner, or Entrepreneur, then consider using the summary to share what you do.

Use key words that describe your industry, function, etc. You want to show up in LinkedIn's search, so use the words that will get you there.

Summaries of 40 words or more are much more likely to show up in LinkedIn Search.

*Here is my LinkedIn summary:*

I'm a marketing consultant for businesses that are struggling to grow and retain customers. I help them find new ways to reach customers and develop loyal fans to re-energize their business and take it to the next level.

**Specialties:** marketing strategy, acquisition marketing, lead generation, drive growth, direct response marketing, digital media, digital marketing, search marketing (SEO, PPC/SEM), affiliate marketing, partnership marketing, display advertising, email marketing, website optimization, landing page optimization, behavioral targeting, web analytics, A/B testing, MVT testing, creative testing, customer experience enhancement, brand marketing, retention.

**Note** I've included a summary of what I do and who for, along with keywords describing my areas of experience.

### **Step 5: Add skills**

In addition to listing some of your skills in your summary, there is a whole section in your profile where you can add skills and then others will be invited to endorse you for those skills.

As a rule of thumb, try to add at least 5 skills. And list them in order of the ones you'd like to be known for. LinkedIn will then target endorsers to ask them to endorse you. And those with more endorsements rank higher in LinkedIn search results.

LinkedIn members with more than 5 skills listed are contacted up to 33x more by recruiters and other LinkedIn members, and receive up to 17x more profile views.



Search



Home



My Network



Jobs



Messaging



Notifications



**Sonya Schweitzer**

Founder & CMO - The Intentional Marketer

Add

### Skills & Endorsements

Add a new skill

#### Online Marketing · 99+



Endorsed by and 17 others who are highly skilled at this



Endorsed by 11 of Sonya's

#### Email Marketing · 99+



Endorsed by and 13 others who are highly skilled at this



Endorsed by 11 of Sonya's

#### Social Media Marketing · 99+



Endorsed by 17 others who are highly skilled at this



Endorsed by 12 of Sonya's

#### Industry Knowledge

Marketing · 99+

SEO · 75

SEM · 55

Advertising · 34

Strategy · 27

Account Management · 25

Multi-channel Marketing · 14

Strategic Planning · 13

Digital Strategy · 11

New Media · 10

Market Planning · 8

Marketing Strategy · 92

Online Advertising · 69

Social Media · 35

Integrated Marketing · 31

Product Marketing · 25

PPC · 20

E-commerce · 14

Digital Marketing · 13

Sales · 10

Trade Shows · 8

Direct Marketing · 8

# Create a compelling company page

Whether you are a one-person show, a small business, or a multimillion dollar empire, a company page is another way to promote your business and provide a sense of legitimacy for your business.

To get started:

- You'll need a personal LinkedIn account, and an email address.
- Then claim your company name [here](#).
- Add a cover image and your logo.

(For a professional looking cover image, I use <http://www.canva.com/>. They have templates for LinkedIn coverage images.)

- Add a description of your company – be descriptive in detailing what your company does, its specialties and what differentiates your company from everyone else.

Companies with logo images get 6x more visits to their pages.

LinkedIn Company Pages are designed to be SEO (Search Engine Optimization) friendly.

What does this mean? By using relevant keywords, links and other 'SEO' tactics, you can use your company page to show up in searches for specific searches in LinkedIn and on Google (Bing, etc.)

Which means FREE marketing and promotion!



Here are 3 ways you can prepare your page for SEO:

- 1) **Keywords:** Use keywords that are relevant to your business in your company profile. What words would a potential customer use to search for a product or service similar to yours? (Don't use jargon unless your customer will use the same jargon.)
- 2) **Links:** Create links back to your LinkedIn Company Page from your other marketing materials, like your blog, your website and emails.
- 3) **Share:** Create and share relevant content regularly. Not to get too technical, but the more frequently you share content, the higher your Company Page will appear in search results in Google.

## Now it's time for the fun to start...

Now that you've setup a winning profile and a compelling company page, it is time to start working LinkedIn to get more customers!

Answer these questions, honestly:

- 1) How much time do you spend on Facebook every day?
- 2) How much time are you spending on building advertising campaigns for your business?
- 3) How much money are you spending on advertising on Facebook or other social networks?

My guess is that you're spending at least an hour a day on doing at least one of these things.

I guarantee that if you are willing to commit to spending some of that time on managing your LinkedIn presence, you'll see the return in leads and new customers. And I'm going to show you how!

# Time to commit

Ok – don't freak out yet. Stick with me! This doesn't mean you need to spend hours a day on LinkedIn to make this all work!

My suggestion is to spend **30 mins a day** and make it part of your daily routine.

Do you commit to spending 30 mins on Facebook (for work) every day? Then commit to the same for LinkedIn.

So how should you spend that time?

- Like and comment on content that is relevant to your target industry
- Comment on posts from companies or people you're hoping to connect with or who are influencers in your target industry.
- Join groups that are focused on the industry or position that you are targeting or containing your ideal customer.
- Don't waste your 30 mins of time in your 'peer' groups. Most of the time, you aren't going to find clients or customers in your peer groups.

Whenever you 'like' or 'comment' on a post, that action will show up in other people's news feeds. How? LinkedIn shares any activity you do in the news feeds of people who follow you.

By liking, commenting and engaging with other people's content, it shows you're an active participator, while also helping build your credibility!

But most importantly, it expands your reach. Your name will show up in feeds of people who are not directly connected to you (your 2<sup>nd</sup> degree connections > connections of connections) = EXPOSURE! After a while, LinkedIn may then recommend you as someone to follow!

# What to post

Liking and commenting is great for expanding your reach. However, posting consistently on your own account with quality content will build your own credibility as a subject matter expert and thought leader.

So, what should you post?

## 1. What does your ideal customer want?

Put yourself in the shoes of your customer. What are they looking for? More than likely they need help to perform their jobs better, help answering questions, and help addressing their pain points.

Create content that addresses these things. In a variety of forms – blogs, short text posts, videos, and even sharing other people's content that you have an opinion on that might help your ideal customer.

## 2. Provide a feast for the eyes

People eat with their eyes and our brains process images exponentially faster than text, so it makes sense that posts with images garner over six times more engagement than text-only content.

Cater to your audience's craving for visual content by adding images, YouTube videos, and SlideShare presentations to your updates.

Oh, and use pictures of faces. People relate to people, and posts with faces yield much better results than those without.

## 3. Keep it short and simple

Remember, people are in business mode and are scanning for good content, or to see what is going on in their industry. So short posts will catch attention over longer content.

However, if you feel compelled to write something longer than a few sentences, then consider using the LinkedIn blogging platform called "Publisher".

You can write articles and longer form stories on this platform. And of course – LinkedIn gives preference to this kind of content in the news feed because it is published on their website!

#### **4. Opinions**

Go ahead and share yours (IF it is relevant to your ideal customer). Do you have an opinion on a news story from your field or industry? Share it and invite responses. It will help build your credibility and reputation as a subject matter expert.

#### **5. Latest and greatest trends**

How many of us get our news from social media? Apparently [67% of people](#) get some of their news from social media. Wow.

Share new blog posts, stories from industry journals or whatever you find that's current and of concern to either you, your industry, or the network of people who follow you.

#### **6. Tips, tricks, lists and guides**

We're all drawn to lists, best practices, how to guides, and the like. Do a couple in your own blog/website and share those. And then do a few in the LinkedIn "Publisher" tool, and see which ones get more engagement and traffic.

Either way you do it, you'll get a lot of engagement with these types of posts.

#### **7. Case studies/lessons learned**

If you have completed a great project for a client, or achieved a goal in a project, then post about the results. The good bad and ugly. Your followers will see this as raw, authentic content and will eat it up!

#### **8. Ask questions of your followers**

Ask for advice, recommendations or their input or opinion on a topic to get a conversation going. Remember, it is all about creating a conversation and dialogue to share your knowledge and help others.

#### **9. Make sure your posts can be seen by everyone**

Turn your posts to 'public' in the settings section of your profile.

# Don't be Salesy!

No one likes them. You know... the guy/girl who tries to connect with you and goes right in to the sales pitch.

Or the person who likes to comment on your posts with “what I can do for you!”

LinkedIn is still a social network, and there is a particular social etiquette that you should follow while using it.

## Follow the 80/20 rule

One of the core marketing principles is the 80/20 rule. Italian economist Vilfredo Pareto emphasized that 20% of the population controls the majority of the wealth. Translated for marketing, about 20% of your strategy will produce 80% of the results.

Relating this to social media – 20% of your social media posts will give you about 80% of your results.

For posts on social media – about **20%** of your content should be **self-promotional**. The other **80%** should be **informational** – posts that your ideal customers will love.

So – grow the relationship with your audience with 80% of your posts, and then introduce your service or product to them in the other 20% of your posts.

## Personalize your connection requests

This is a simple one, but so many people don't do it. When you send an invite to connect, include a quick note reminding them of how you met, or why you'd like to connect with them. But don't include a sales pitch. That's just downright tacky!!

## Send a welcome message

Roll out the red carpet! Welcome your new connections in to your network. This will help you stand out in a crowd and is a great way to start building a

relationship. But again – don't include a sales pitch. This is about relationship building!

### **Respond Promptly**

This might seem like a no-brainer but respond to LinkedIn messages within 1-2 days max. Beyond that is just rude.

### **Celebrate wins**

If one of your connections lands a new job, or promotion, congratulate them! And don't use the generic 'Congrats'. Write something meaningful that will help you stand out and show you are genuine and authentic.

### **Don't send out irrelevant messages or invitations**

I had a connection who would send me invitations to a particular event in our local area. I neither had an interest in these types of events, nor had she ever asked if I would be interested. She is no longer a connection.

Don't send out messages, event invitations or promotions to people until you know for sure they will benefit from this information.

### **Act professionally**

LinkedIn is a professional social media platform. It isn't Facebook, Instagram or Twitter. So, keep political posts, religious posts and other polarizing posts off LinkedIn.

Remember that your comments, likes and other activity can be seen by your connections, so keep that in mind when you are responding to posts on LinkedIn.

Be courteous – the person you are engaging with might be your next boss or client!

# Grow Your Audience

## The Importance of Influence

Unlike Facebook, Instagram and other social media platforms, LinkedIn isn't a numbers game. It is more about influence. Your influence within the LinkedIn network.

It doesn't matter if you have 100 connections, or 10K connections, your influence is measured by the amount of engagement you and your connections have with your content, their content, and the depth of connections to other highly influential people.

I lost you there, didn't I?

Yes – your 'influence' can be improved just because you are connected to someone directly who is connected to a highly influential person.

So, I'm connected to Joe Smith, who is directly connected to Neil Patel (who is highly influential – see below) and therefore I gain influence by having that connection.

BUT that is only a slim part of the story of influence.

You also gain influence by writing and sharing great content and establishing yourself as thought leader and subject matter expert.

In addition, being selective in who you connect with is important – so that the audience you build is engaging with you and your content (in return, building your influence).

If you connect with random people who you don't know, and won't be interested in your content, then LinkedIn's measure of your influence will be low.

Relevancy of content to your audience is key!

This is a huge topic to cover, and I couldn't really do it justice compared to Neil Patel who has written an extensive post on the topic of LinkedIn influence [here](#).

\*Neil Patel is a top online marketer and analytics expert.

## Groups

Groups can be a great way to make new connections.

Join groups where you feel you can be of service to the group members and make great connections.

Don't join groups to sell stuff.

Once you start connecting with other group members, by commenting, liking, and engaging with their content, then send a personalized connection request.

If you spend a little time each day on LinkedIn engaging in groups, then your network will grow organically.

## Write Great Content Often

Write the type of content your followers will love. If they love it, they'll 'like' it and comment on it and even share it.

LinkedIn rewards engagement by showing it in the newsfeeds of your connection's connections.



Posting more often creates additional opportunities to receive likes, comments and shares, thus showing your content across home page feeds all over LinkedIn.



## Promote Your LinkedIn Profile on All Your Social Channels

This might seem like a no-brainer, but it is one of the easiest and underutilized way of promoting your LinkedIn profile.

In the bio section of your social media accounts (Facebook, Twitter, Instagram etc.), make sure you include a link to your LinkedIn profile and invite people to connect with you!

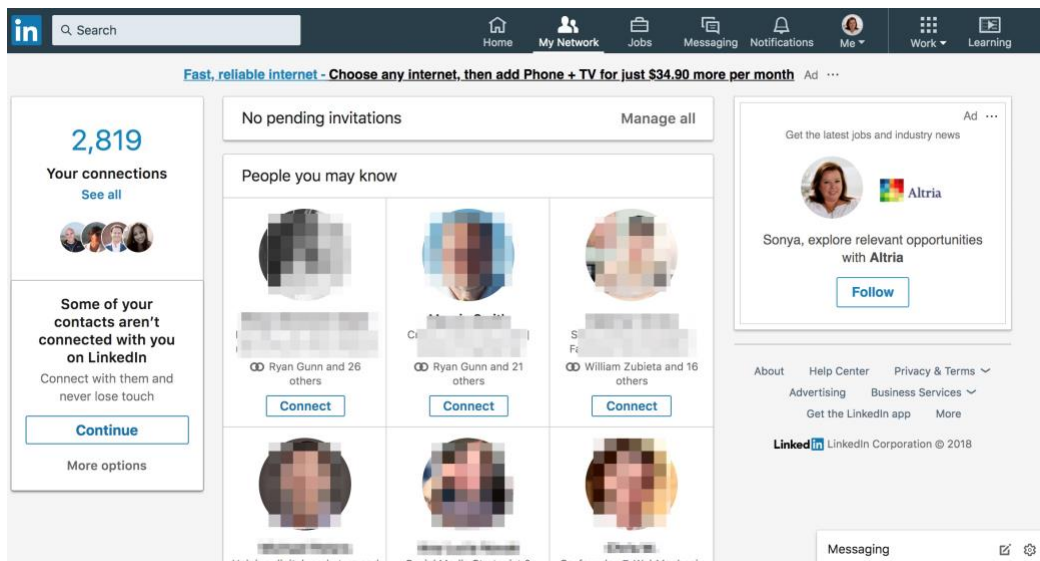
You should also promote our LinkedIn profile link in a status update, video, image, pin etc. and even your email signature inviting people to connect with you.

**Tip:** Did you know that you can create a 'vanity url' for your LinkedIn account! Click this link to [claim your vanity url](#).

## People You May Know

LinkedIn can also help you connect with people you may know, or know of, through mutual connections.

On your [My Network](#) page, LinkedIn will collect profiles of potential new connections for you.



# Find Hot Business Opportunities

Of course, most people know LinkedIn to be a tool to help you find a job. In fact, that is why a lot of people don't use it to find clients or business opportunities.

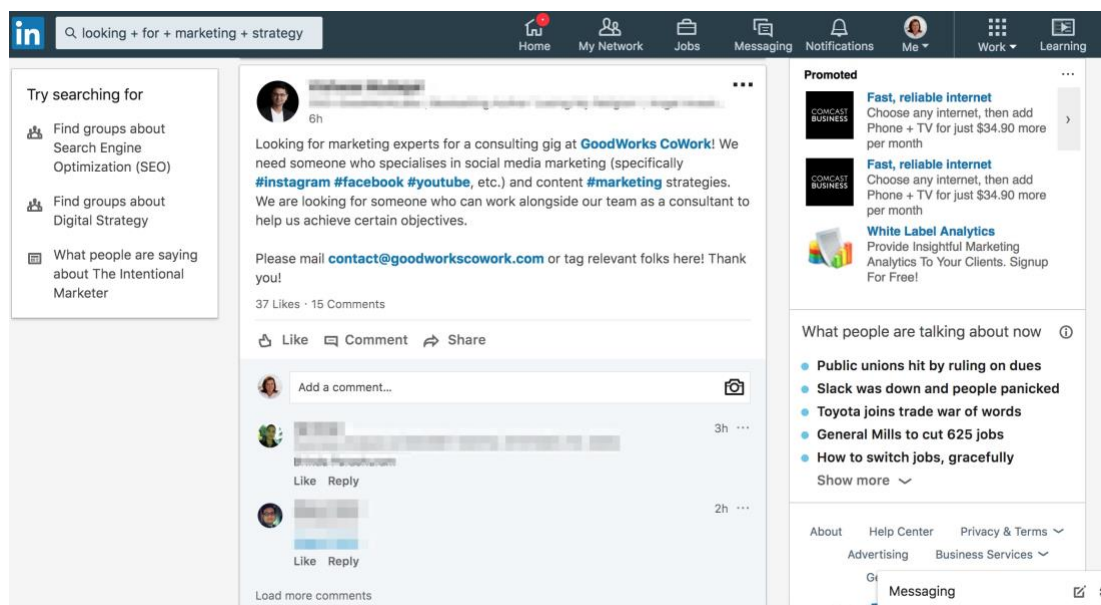
But those people are missing out.

If you follow the steps provided above, you will be well on your way to finding new business opportunities and clients on LinkedIn.

But I have one final tip for you – a little known technique that will help you scour LinkedIn for people who are actively looking your services!

## 5 Simple Steps to HOT LEADS!

1. In the LinkedIn search bar type: "Recommend + marketing + strategy" (or title of the business that you do)
2. Click on the 'content' tab on the results page (the default is 'people')
3. Review the posts looking for those that might contain an opportunity for you
4. Jump in the game! Throw your hat in the ring!
5. Change the search words up a bit – try "Looking + for" or other terms you might use
6. Repeat every day so you can monitor and respond quickly



“1 out of every 3 professionals on the planet is on LinkedIn”

Jason Miller, Content Marketing Manager, LinkedIn

I hope you were able to take notes and start applying some of these techniques to start finding clients using LinkedIn.

I look forward to hearing your success stories!

Please connect with me on [LinkedIn](#). I love creating new connections, and hearing your success stories!

Here's to better marketing!

**Sonya**



The fastest way to change yourself  
is to hang out with people who are  
already the way you want to be.

— Reid Hoffman —



## About Me:

Hey there! If we haven't met, let me introduce myself.

I'm Sonya, a marketing consultant, strategist and coach for businesses that are struggling to grow and retain customers. I help them find new ways to reach customers and develop brand fans to re-energize their business and take it to the next level.

I'm also originally from Australia, but now live in the USA and am a digital nomad. I'm a 20-year veteran of marketing, and it really IS my passion. I'm one of those – who only watch the Superbowl for the ads!

## Work with me:

You're here to level up your marketing. You're struggling to know what marketing will work for your business and you need help.

I bring my 20 years of marketing into our time together to find the right activities to take your company's marketing to the next level.

Together we will strategize and build a custom plan for you that will attract more customers, develop brand fans (to market for you), and ultimately drive revenue to achieve your business goals.

I work with a range of businesses and entrepreneurs who are passionate about their business but are struggling with their marketing efforts.

You might be struggling to grow and retain customers, or simply have no clue how to market your business.

You're stressed – you don't have any idea where to start. You're frustrated that your marketing isn't working and isn't resulting in the number of sales you want (or need!)

Through our coaching and consulting sessions, you will feel yourself destress as you get the marketing direction and guidance needed to re-energize your business.

With the custom plans we will develop, you'll gain confidence that you are making the right marketing choices and decisions and feel more in control of your marketing budget.

You'll leave our sessions feeling inspired to take the action needed to launch your business or move it forward.

Visit [my website](#) at [www.theintentionalmarketer.com](http://www.theintentionalmarketer.com) to select the package that is right for your business.